Step 3: Getting the attention of journalists

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Getting under the reporters' radar

- In order to get the attention of a journalist, it helps if they know who you are or they've heard your name before
- **Make contact with them gradually, long before you pitch them something**
  - #1 Connect with them on social media
  - #2 Engage directly with them, ask questions or provide answers, try to be helpful when they need something
  - #3 Participate in webinars and Twitter chats where they participate as well
- Being actively involved in all these events has other benefits as well: you might learn new things, network with other people in your industry, share ideas, etc.